



Mood Investigation in the Motivational Quotes of the Instagram Reels

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ABSTRACT

Human beings had many struggles in their lives that must be survived in the problematic situation. Many ways to healing were the alternative in the problem solving. The motivational quotes came to stimulate the soul to rise back in the slope of enlightenment. Nowadays, the social media is as bridge to gain the information especially in Instagram reels. The platform to share daily life is a media to find many motivational quotes. The quotes contain a linguistic aspect especially in the mood system. The aim of this study was to investigate the mood investigation in the motivational quotes of the Instagram reels. This study applied the content analysis method. The data was obtained from two accounts of Instagram reels, namely @quotes and @merciful_path. The result of this study could be seen that declarative was the dominant of mood investigation the motivational quotes of the Instagram Reels because especially in the motivational quotes consisted of the provocation words to attract people attentions and contain complete functions which was easy to deliver the message for people. They needed to create the functional structure word organization not only the grammatical rules but also the semantic area.

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INTRODUCTION

Language contains a powerful aspect in the motivation of life which needs for human beings to construct the virtuous mental. The actual representation is in many quotations which stimulate people healing many obstacles and moving in the right track in their lives. When you need some support to take an action, motivational quotes can be of great help. It would be most useful to read the words of people who achieved something in their life (Mysak, 2020).

All of parts in the motivational quotes which can be interested to investigate in the linguistics aspect more detail namely analyzing the language contains, the semantic aspect, the structure, the speech function, the mood analysis in interpersonal function and others. It relates with the statement from the related study about mood analysis that mood can be realized through the conversation, which consists of two components i.e. (i) Subject, (ii) Finite. Subject is considered as nominal group while finite is a verbal group (Harlizanti, 2020). It was taken in the speech as a data.

According to (Dalamu, 2019) says that going back to the basis, the mood system (as further expatiated later) describes the linguistic features of a clause in appropriate locations and forms. The system classifies the Subject and Finite as elements of Mood; whereas Predicator, Complement and Adjunct are devices of Residue. The characterization could influence the knowledge of the language leading to the user's proficiency in lexemic grammatical classes of contents and functions.

Another related study comes from another phenomenon in the identifying mood types analysis in BTS' speech at UNICEF. The result of the study concludes that in interpersonal meanings, clauses are analyzed through mood structure that is consisting of subject and finite, to find the mood types; it is analyzed using the position of the subject and finite. To solve the problem regarding the characteristics of the text, it can be identified through mood elements because of many statements contained in the speech, it can be said that the speech is an inauguration speech, a speech that is delivered by someone who is influential to formalize something ((Harlizanti, 2020). In addition, according to Rahman et al., (2020) says that 4 types of speech function in classroom interaction such as offer, command, statement, and question realized in mood. The dominant speech functions expressed by the teachers and students' utterances are: speech function (statement). It means most of the characters expressed speech function (statement) to show their curiosity and to get the knowledge rather than use other words or sentences such as explaining the situation or offering a repair as indirectly. The speech function is oriented to addressees' functional interpretation. It shows that in every daily communication, we cannot avoid the four type of speech function (statements, question, offer, and command) (Ashari & Shalehoddin, 2018).

All of the previous studies are taken in the same phenomena; they are in the spoken area. This study focuses about mood investigation in the motivational quotes of the Instagram reels. Instagram reels allow us to be creative while still being relevant. It is a quick and easy way to engage the audience and deliver the message (Saputri et al., 2022). In this study takes in the written area which conducts in the motivational quotes in the Instagram reels as a phenomenon because social media is the main media to share many information and visits many people in the world for all generations.

RESEARCH METHODOLOGY

Research Design

The researchers apply content analysis method, the qualitative content analysis as, a research method for the subjective interpretation of the content of data through the systematic classification process of coding and identifying themes or patterns. It is an approach of empirical methodological controlled analysis of texts within their content of communication, following content analytic rules and procedures step by step without quantifications to generate theory (Shava et al., 2021).

Data and Data Source

Qualitative data analysis is based on naturalistic inquiry that entails identifying key themes as provided by study participants (Shava et al., 2021). The research data will take from some motivational quotes on Instagram reels. People use Instagram to express their sense of self and existence in language; the researchers decide to look at their motivational quotes that are share in Instagram reels. The researchers will take 2 accounts in the Instagram namely @_think_positive and @merciful_path in motivational quotes of Instagram reels and do the investigation of mood analysis.

Technique of Data Collection

In collecting the data, the researchers will use documentation of the materials techniques. Document analysis is a valuable research method that has been used for many years. This method consists of analyzing various types of documents including books, newspaper articles, academic journal articles, and institutional reports (Morgan, 2022). On collecting materials, artifacts, many different types of objects can be usefully collected while doing fieldwork. In this research, the researchers will do some steps, such as reading the chosen Instagram wall, find out some reels which are related to the motivational quotes, and do the investigation of the mood.

Data Analysis

Content analysis is a research technique for making replicable and valid inferences from data to their context. Content analysis is indigenous to communication research and is potentially in the social sciences (Krippendoff, 2018). After gathering data from sources including documentation and collecting the data; the researchers analyzed the data by using the technique of analyze data. The technique of analysis defines what kind of information may or may not endow of the various information within data obtained. Technique of data analysis in this study is used to investigate the types of mood.

Table 1.
The steps of the technique of data analysis

No.	Procedures	Products
1.	Investigation the data into the mood investigation in the motivational quotes of the Instagram reels	This step produced the four types of mood; they are declarative, interrogative, and imperative
2.	Identifying the dominant of mood investigation in the motivational quotes of the Instagram reels	This step produced the dominant of mood investigation (declarative, interrogative, and imperative) in the motivational quotes of the Instagram reels
3.	Identifying the reason of the dominant mood investigation in the motivational quotes of the Instagram reels	This step produced the result of the explaining about the dominant mood investigation in the motivational quotes of the Instagram reels

RESULTS AND DISCUSSIONS

Results

Mood Investigation in the Motivational Quotes of the Instagram Reels

a. First sample @*_think_positive*

Table 2.
Motivational Quotes List

No.	Motivational Quotes
1.	Be the reason someone smiles. Be the reason someone feels and believes in the goodness in people.
2.	I'm leaving. I'm learning not to force things to happen. I'm learning just to let them be. To let them align with my life when the time is right, to let the universe bring them to me without having to run after them because if you have to run after something. It means it doesn't wanna be caught.
3.	Small acts of kindness bring fulfillment and joy to the door, but most importantly they have life-transforming potential.
4.	It doesn't not matter how slowly you go as long as you don't stop.
5.	Never too young to learn the gift of giving. Spread kindness.
6.	Sometimes you just need a hug from your best friend.
7.	Love and compassion are necessities, not luxuries. Without them humanity cannot survive.

8. Tell me and I forgot. Teach me and I remember involve me and I learn.
9. Coming together is a beginning, staying together is progress, and working together is a success.
10. Kindness is the language which the deaf can hear and the blind can see.

The Investigation of the Mood from the first sample

The following are the analysis result of the mood based on the clauses.

1. Be the reason someone smiles. Be the reason someone feels and believes in the goodness in people.

Be		the reason	someone	smiles
finite	[subject]		subject	finite
MOOD			MOOD	
Be		someone	feels and believes	in the goodness in people
finite	[subject]	subject	finite	
MOOD		MOOD		

2. I'm leaving. I'm learning not to force things to happen.

I	am	leaving
subject	finite	
MOOD		
I	am	learning not to force things to happen
subject	finite	
MOOD		

I'm learning just to let them be.

I	am	learning just to let them be
subject	finite	
MOOD		

To let them align with my life when the time is right, to let the universe bring them to me without having to run after them because if you have to run after something.

To let them align with my life when	the time	is	right
	subject	finite	
	MOOD		
to let the universe bring them to me without having to run after them because if	you	have	to run after something.
	subject	finite	
	MOOD		

It means it doesn't wanna be caught.

It doesn't wanna be caught.		
It	means	
subject	finite	
MOOD		
It	doesn't	wanna be caught
subject	finite	
MOOD		

3. Small acts of kindness bring fulfillment and joy to the door, but most importantly they have life-transforming potential.

Small acts of kindness	bring	fulfillment and joy to the door, but most importantly	they	have	life-transforming potential
subject	finite		subject	finite	
MOOD			MOOD		

4. It doesn't not matter how slowly you go as long as you don't stop.

It	doesn't	not matter how slowly					
subject	finite						
MOOD							
you	go	as long as		you	don't	stop	
subject	finite			subject	finite		
MOOD				MOOD			

5. Never too young to learn the gift of giving, spread kindness.

Never too young to learn the gift of giving/ spread kindness.			
Never too young to learn the gift of giving	spread		kindness
	finite	[subject]	
	MOOD		

6. Sometimes you just need a hug from your best friend

Sometimes you just need a hug from your best friend					
Sometimes	you	just	need	a hug from your best friend	
	subject		finite		
	MOOD				

7. Love and compassion are necessities, not luxuries.

Love and compassion are necessities, not luxuries.		
Love and compassion	are	necessities, not luxuries
subject	finite	
MOOD		

Without them humanity cannot survive.

Without them	humanity	cannot	survive
	subject	finite	
	MOOD		

8. Tell me and I forgot. Teach me and I remember involve me and I learn.

Tell me and I forgot. Teach me and I remember. Involve me and I learn.									
Tell		me	I	forgot					
finite	[subject]		subject	finite					
MOOD			MOOD						
Teach		me	I	remember	involve	me and	I	learn	
finite	[subject]		subject		finite		subject	finite	
MOOD			MOOD				MOOD		

9. Coming together is a beginning, staying together is progress, and working together is a success.

access:

Coming together	is	a beginning
subject	finite	
M O O D		
staying together	is	progress and
subject	finite	
M O O D		
working together	is	a success
subject	finite	
M O O D		

10. Kindness is the language which the deaf can hear and the blind can see

Kindness	is	the language which	the deaf	can	hear and	the blind	can	see
subject	finite		subject	finite		subject	finite	
MOOD			MOOD			MOOD		

b. Second sample @merciful_path

Table 3.
Motivational Quotes List

No.	Motivational Quotes
1.	Don't quit. Sometimes the things you are hoping for come at unexpected times.
2.	No body work harder than a person who doesn't depend on anyone for anything.
3.	The happiness people are not always the most successful people. But they're the one who serve the best. If you help people, get what they want, then you'll receive everything that you need in life.
4.	Don't be afraid of losing people. Be afraid of losing yourself by trying to please everyone around you.
5.	We all have two lives. The second begins when you realize you only have one. So, i am not wasting any time and the thing is you know with negativity is they are like clouds pass across the sun.
6.	You will never influence the world by trying to be like it.
7.	The real flex is staying grateful even when times are tough
8.	People will quit on you. You gotta get up every day and make sure you never quit on yourself.
9.	I don't care who I lose anymore, as long as I don't lose myself again. I'm good by myself.
10.	Privacy is power. What people don't know, they can't ruin.

The Investigation of Mood from the second sample

The following are the analysis result of the mood based on the clauses.

1. Don't quit. Sometimes the things you are hoping for come at unexpected times.

Don't quit. Sometimes the things you are hoping for come at unexpected times.			
Don't			quit
finite	[subject]		
MOOD			
sometimes	the things you	are	hoping for come at unexpected times
	subject	finite	
	MOOD		

2. No body work harder than a person who doesn't depend on anyone for anything.

No body	work harder than	a person who	doesn't	depend on anyone for anything.
subject	finite	subject	finite	
MOOD		MOOD		

3. The happiness people are not always the most successful people.

The happiness people	are not	always the most successful people
subject	finite	
MOOD		

But they're the one who serve the best.

But	they	are	the one who	serve	the best
	subject	finite	subject	finite	
MOOD			MOOD		

If you help people, get what they want, then you'll receive everything that you need in life.

if	you	help	people, get	what they	want,
	subject	finite		subject	finite
MOOD			MOOD		

then	you	will	receive	everything	you	need	in life
	subject	finite	that		subject	finite	
	MOOD				MOOD		

4. Don't be afraid of losing people. Be afraid of losing yourself by trying to please everyone around you.

Don't		be afraid of losing people
finite	[subject]	
	MOOD	
Be		afraid of losing yourself by trying to please everyone around you
finite	[subject]	
	MOOD	

5. We all have two lives.

We all	have	two lives
subject	finite	
	MOOD	

The second begins when you realize you only have one.

The second	begins	when	you	realize	you	only have	one
subject	finite		subject	finite	subject	finite	
	MOOD			MOOD		MOOD	

So, i am not wasting any time and the thing is you know with negativity is they are like clouds pass across the sun.

So	I	am not	wasting any time and		
	subject	finite			
	MOOD				
the thing	is	you	know	with negativity	is
subject	finite	subject	finite	subject	finite
MOOD		MOOD		MOOD	
they	are	like	clouds	pass	across the sun
MOOD			MOOD		

6. You will never influence the world by trying to be like it.

you	will never	influence the world by trying to be like it
subject	finite	
	MOOD	

7. The real flex is staying grateful even when times are tough.

The real flex	is	staying grateful even when	times	are	tough
subject	finite		subject	finite	
	MOOD			MOOD	

8. People will quit on you. You gotta get up every day and make sure you never quit on yourself.

People		will		quit on you	
subject		finite			
MOOD					
You	gotta	get up every day and make	you	never	quit on yourself
subject	finite	sure	subject	finite	
MOOD			MOOD		

9. I don't care who I lose anymore, as long as I don't lose myself again. I'm good by myself.

I	don't	care	who I	lose	anymore, as long as	I	don't	lose myself again
subject	finite		subject	finite		subject	finite	

MOOD			MOOD			MOOD		
I	am	good by myself						
subject	finite							
MOOD								

10. Privacy is power. What people don't know, they can't ruin.

Privacy		is	power				
subject	finite						
MOOD							
What people	don't	know	they	can't	ruin		
subject	finite		subject	finite			
MOOD			MOOD				

Dominant of Mood Investigation the Motivational Quotes of the Instagram Reels

- a. First sample @*think_positive*

Table 4.
Mood Types Investigation

No.	Motivational Quotes	Mood Types
1.	<u>Be the reason¹ someone smiles².</u>	¹ Imperative & ² Declarative
2.	<u>Be the reason¹ someone feels and believes² in the goodness in people.</u> <u>I'm² leaving.</u> <u>I'm² learning not to force things to happen.</u> <u>I'm² learning just to let them be.</u> To let them align with my life when <u>the time is² right</u> , to let the universe bring them to me without having to run after them because if <u>you have²</u> to run after something. <u>It means² it doesn't³ wanna be caught.</u>	¹ Imperative & ² Declarative ² Declarative ² Declarative ² Declarative ² Declarative ² Declarative ² Declarative & ³ (-)
3.	<u>Small acts of kindness bring² fulfillment and joy to the door, but most importantly they have² life-transforming potential.</u>	² Declarative ² Declarative
4.	<u>It doesn't³ not matter how slowly you go² as long as you don't³ stop.</u>	³ (-), ² Declarative, & ³ (-)
5.	Never too young to learn the gift of giving. <u>Spread kindness¹.</u>	¹ Imperative ² Declarative
6.	Sometimes <u>you just need²</u> a hug from your best friend.	² Declarative
7.	<u>Love and compassion are² necessities, not luxuries.</u> Without them <u>humanity cannot³ survive.</u>	² Declarative ³ (-)
8.	<u>Tell me¹ and I forgot².</u> <u>Teach me¹ and I remember² involve me and I learn².</u>	¹ Imperative & ² Declarative ¹ Imperative, ² Declarative & ² Declarative
9.	<u>Coming together is² a beginning, staying together is² progress, and working together is² a success.</u>	² Declarative, ² Declarative ² Declarative
10.	<u>Kindness is² the language which the deaf can² hear and the blind can² see.</u>	² Declarative, ² Declarative, & ² Declarative

In this first sample data, it concludes that they are 10 motivational quotes consists of 25 sentences and 5 sentences have combination types.

Table 5.
Initiating of Mood Type

No.	Types of Mood	Number	%
1.	Declarative	22	70.97%
2.	Interrogative	-	-
3.	Imperative	5	16.12%
4.	(-)	4	12.90%
Total		31	100%

- b. Second sample @*merciful_path*

Table 6.
Mood Types Investigation

No.	Motivational Quotes	Mood Types
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1.	Don't quit ¹ . Sometimes the things <u>you are</u> ² hoping for come at unexpected times.	¹ Imperative ² Declarative
2.	No body work ² harder than a person who doesn't ³ depend on anyone for anything.	² Declarative & ³ (-)
3.	The happiness people are not ³ always the most successful people. But they're ² the one who serve ² the best. If you help ² people, get what they want ² , then you'll ² receive everything that you need ² in life.	³ (-) ² Declarative, ² Declarative ² Declarative, ² Declarative, ² Declarative, and ² Declarative
4.	Don't be ³ afraid of losing people. Be afraid ³ of losing yourself by trying to please everyone around you.	¹ Imperative ¹ Imperative
5.	We all have ² two lives. The second begins ² when you realize ² you only have one ² . So, i am not ³ wasting any time and the thing is ² you know ² with negativity is ² they are ² like clouds pass ² across the sun.	² Declarative ² Declarative, ² Declarative, & ² Declarative ³ (-), ² Declarative, ² Declarative, ² Declarative ² Declarative, & ² Declarative
6.	You will ² never influence the world by trying to be like it.	² Declarative
7.	The real flex is ² staying grateful even when times are ² tough	² Declarative & ² Declarative
8.	People will ² quit on you. You gotta ² get up every day and make sure you never ² quit on yourself.	² Declarative ² Declarative ² Declarative
9.	I don't ³ care who I lose ² anymore, as long as I don't ³ lose myself again. I'm ² good by myself.	³ (-), ² Declarative ³ (-), ² Declarative
10.	Privacy is ² power. What people don't ³ know, they can't ³ ruin.	² Declarative ³ (-) & ³ (-)

In this second sample data, it concludes that they are 10 motivational quotes consists of 25 sentences and 5 sentences have combination types.

Table 7.
Initiating of Mood Type

No.	Types of Mood	Number	%
1.	Declarative	26	72.22%
2.	Interrogative	-	-
3.	Imperative	3	8.33%
4.	(-)	7	19.44%
Total		36	100%

Reason for Dominant of Mood Investigation the Motivational Quotes of the Instagram Reels

Motivational quotes contains a power language meant to make someone or a reader going better in something, getting a target goal, gaining a success plan, increasing a mood booster, and others. Motivation is an essential part of human living. Virtually on a daily basis, people use the word "motivation" in one form or the other (TUMASANG, 2022) . Muzaki (2020) says that the motivational ideas are expressed by an individual that could affect the behavior of other individuals.

In the language aspect, the motivational quotes contain persuading people to do something better. They need language structure clearly, declarative or statement is the important thing to deliver the information clearly for a reader because in the Instagram reels has a limitation time showing. How the motivational quotes deliver for the reader as well, it needs to prepare the suitable language structure. According to Amoussou & Imorou (2021) conclude that declarative mood is the mechanism whereby the speech deliverer has provided her audience with information about (i) her recognition to "special guests" such as John King (Secretary of Education), Arne Duncan (former Education Secretary), Eric Waldo (Executive Director), Greg Darnieder (Senior Advisor), and many others (educators, leaders, friends, etc.); (ii) her achievements in the field of education (making College Signing Day a national event, launching a social media campaign termed Better Make Room,

doubling investments in Pell grants and college tax credits, expanding income-based loan repayment options, etc., (iii) the results obtained (testimonies about school counselors), and (iv) her hope giving and exhortation words (everyone, of whatever background and social condition are part of a proud American tradition, can think critically, can get a good job, can be a positive force, etc.).

Discussions

The mood is the major interpersonal system of the clause (Susanti., 2019). The Mood System is the system of clauses as interpersonal resources. The mood system views a clause as an exchange. The mood system is built from the relation of mood structure between Subject and Finite (Rahmawati & Suprijadi, 2021). The types of mood are declarative, negative, imperative, and interrogative. Those have special character by the function itself. Especially in the motivational quotes consists of the provocation words to attract people attentions. They need to create the functional structure word organization not only the grammatical rules but also the semantic area. Base on the data result, declarative is the dominant category of mood because it contains complete functions which are easy to deliver the message for people.

CONCLUSION

The motivational quotes are one of product of language in the social media area which has many contributions in the linguistics. Mood investigation in the motivational quotes of the Instagram Reels consists of two samples in this research, namely *@_think_positive* and *@merciful_path*. The motivational quotes were taken by many like polling from the followers and the total quotes are 20 items of reels. The first sample has 31 clauses categorized, the mood investigation in the first sample are declarative 70.97%, imperative 16.12%, and negative (-) 12.90%. The second sample has 36 clauses categorized, the mood investigation in the second sample are declarative 72.22%, imperative 8.33%, and negative (-) 19.44%.

Dominant of mood investigation the motivational quotes of the Instagram Reels are declarative base on 2 samples. The first sample, declarative is 70.97% and the second sample is 72.22%. In the motivational quotes have combination in the sentences because they have to attract the people attention when they read the quotes. Declarative is the dominant of mood investigation the motivational quotes of the Instagram Reels because especially in the motivational quotes consist of the provocation words to attract people attentions and contain complete functions which are easy to deliver the message for people. They need to create the functional structure word organization not only the grammatical rules but also the semantic area. The same evidence in another case, the dominance of statement within declarative mood signalled that the status of Martin Luther King Jr here was a speaker, a man who had much information that want to be delivered. The fact above was an evidence that the speech was informative speech (Hulu, 2019).

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